

Aging

The problems of the aging include health care availability and costs, unemployment, unawareness of community programs for them, and the need of those community programs for adequate funding.

Pittsburgh is, by age and population, the second oldest city in America. People retire in Pittsburgh and make Allegheny County their home. Taxes are high, many people cannot afford to keep their homes, and have difficulty coping with aging.

OASIS (Older Adult Service & Info System)**Anita Lopatin**

Date : 12/14/89 Problems: the image of the older, the medical/health care costs; drugs; need to provide employment for senior adults.

Self Help Group**Barbara K. Shore**

Date : 3/21/91 Discussed unemployment, aging, and the need for professional support services.

Heinz Co.**Beth Adams**

Date : 12/13/89 Not enough people listen to the news or take an active part in the community. The convention center needs a complete remodeling job. We have an extremely high rate of senior citizens moving to Pittsburgh.

Allegheny County Dept. of Aging**Charles Stowell**

Date : 12/13/89 Talked about the incredibly high percentage of Elderly in Allegheny County (17%) and health care for the elderly.

Ursuline Center/Federation Agency for Elderly and Aging**Elaine Eckert**

Date : 10/9/86 Talked about the need for the media to focus on the good things as well as the bad things. Talked about her work with the elderly in social services.

Seniors In Community Service Program**Eunice Williams**

Date : 10/9/86 Discussed elderly in the workplace. Need to inform employers that the elderly can be very productive and need to be considered for employment.

Senior Focus**Jack Wrisgerber**

Date : 3/21/90 Wrisgerber is frustrated that the needs of the elderly are not being met. Media needs to cooperate with agencies involved with different areas of senior citizens. There are many programs for the elderly of which the community is not aware.

Jewish Healthcare Foundation**James Denova**

Date : 11/7/91 Talked about the overall population shrinking and the rise of the elderly population.

Rehabilitation Institute**John Wilson**

Date : 3/21/91 Discussed the image of non-profit institutes and Allegheny county as having the highest percentage of citizens over the age of 65 in the United States.

Elder-Ado, Incorporated**Julie Fortunado**

Date : 12/13/89 Talked about the program and the problems the elderly have to face in today's society.

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Elder-Ado

Julie Fortunato

Date : 10/9/86

Talked about the Elder-Ado organization. It is a multi-purpose agency for the elderly and low income families whose goals include safety in the streets and the need to reach elderly through the media.

American Red Cross

Karen Ibanson & Sandy Zinzing

Date : 12/14/89

Talked about "RSVP" - Retired Senior Volunteer Program and "Youth at Risk" - illiteracy, pregnancy, drugs, and unemployment.

Allegheny County Area Agency on Aging

Katherine Butchko

Date : 1/26/87

More than half of the nation's elderly live in poverty, and federal budget cuts proposed for 1988 could be disastrous

Agency on Aging

Kathryn Butchko

Date : 10/9/86

Talked about people as our most valuable resource, unemployment, and the community as a matter of individuals.

Allegheny County Area on Adult Services

Kathryn Butchko

Date : 10/9/86

Talked about the economic and employment problems the elderly face.

South Oakland Civic Council

Larry May

Date : 12/13/89

Talked about the Program and their need for funds.

Woodland Hills School Board

Nescha Hammarschmidt

Date : 10/9/86

Talked about the employment problems in the Mon Valley and how they related to the elderly.

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Agriculture USA

Date : 5/12/85 **Time :** 4&4:45 **Source :** R **Duration :** 15.00

Guest :

Organization :

Issue Treatment : Host Brenda Curtis discussed gardening and home changes that are made when you get older. She also gave tips on city gardening and keeping illegal fruit out of the United States.

Date : 5/19/85 **Time :** 4&4:45 **Source :** R **Duration :** 15.00

Guest :

Organization :

Issue Treatment : Host Brenda Curtis discussed remodeling of a house to meet the needs of an older person.

American Focus

Date : 7/2/89 **Time :** 5:30 **Source :** R **Duration :** 30.00

Guest : Claude Pepper

Organization : United States Congress

Issue Treatment : Host Steve Kamer interviewed Representative Claude Pepper about discrimination, social security, and troubles of the elderly.

Dialogue

Date : 2/8/87 **Time :** 7:30 **Source :** L **Duration :** 30.00

Guest : Katherine Butchko

Organization : Allegheny County Area Agency on Aging

Issue Treatment : Host Liz Randolph and Katherine Butchko, Allegheny county Area Agency on Aging, discussed the fact that our population is growing older. Soon, the elderly will become the largest age group. Many elderly are living at or below the poverty level.

Date : 1/24/88 **Time :** 7:00 **Source :** L **Duration :** 30.00

Guest :

Organization : Pittsburgh Chapter of the Grey Panthers

Issue Treatment : Host Shelley Duffy and two members of the newly formed Pittsburgh Chapter of the Grey Panthers discussed the need to revamp the health care system, to combat age discrimination and to prepare for the slow aging of the American population.

Aging**Dialogue**

Date : 9/3/89 Time : 7:00 Source : L Duration : 30.00

Guest : Blodwyn Carney

Organization : United Way

Issue Treatment : Host Shelley Duffy and The United Way's representative Blodwyn Carney, talked about the "Care Givers" program designed to help the elderly and those that are physically impaired.

Mental Health Matters

Date : 9/30/84 Time : 4:15 Source : R Duration : 15.00

Guest :

Organization :

Issue Treatment : This presentation related to nursing homes, the views of the community housing the homes and the people that are involved. It also touched on the different stages of depression associated with being in a nursing home.

Prime Time

Date : 9/9/84 Time : 4:30 Source : R Duration : 15.00

Guest :

Organization : American Association of Retired Persons

Issue Treatment : This program gave information on getting older and how to cope with the aging process for the person aging as well as for the people around them.

Date : 10/28/84 Time : 4:30 Source : R Duration : 15.00

Guest :

Organization :

Issue Treatment : Hosts Renee Chaney and Michael Hayes discuss the job market for older Americans in today's economy.

Date : 11/11/84 Time : 4:30 Source : R Duration : 15.00

Guest :

Organization :

Issue Treatment : Hosts Renee Chaney and Michael Hayes' topic for this show deals with the elderly living with adult children, the arrangements and relationships, and how bonds can grow stronger.

Aging

Prime Time

Date : 12/2/84 Time : 4:30 Source : R Duration : 15.00

Guest :

Organization :

Issue Treatment : Hosts Renee Chaney and Michael Hayes' deal with the elderly living with adult children, the arrangements and relationships, and how bonds can grow stronger.

Date : 1/27/85 Time : 4:30 Source : R Duration : 15.00

Guest :

Organization :

Issue Treatment : Host Renee Chaney and Michael Hayes discussed tax reform for 1985 geared towards senior citizens.

Scan

Date : 4/26/87 Time : 5:00 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host Hal Drygseth discussed life after retirement.

Streams In The Desert

Date : 3/1/87 Time : 4:00 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host John Rivers talked about how important and worthwhile senior citizens are.

Date : 4/10/88 Time : 4:00 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host John Rivers discussed aging and what it's like to grow old in our society.

Views of the News

Aging

Views of the News

Date : 10/14/84 Time : 5:00 Source : R Duration : 15.00

Guest : Mary Lewis Coakley

Organization :

Issue Treatment : Host Joseph terrel interviews Mary Lewis Coakley on retirement: "Blessing
or Curse."

Program treatments of Aging

16.00

Minutes devoted to Aging

345.00

Questions Asked by Pittsburgh's Opinion

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1987

What is your greatest fear about getting old

When, in your opinion, are the "golden years"

1988

Do you think as people get older they should be required to take another driving test

Do you think senior citizens are really benefitting from the state lottery system

How would you like to spend your "golden years"

Would you feel comfortable putting your parents in a nursing home today

1989

What's the one thing you hope to accomplish in life

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Aging

Organization : **Elderhostle**

PSA name : Elderhostle

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts : 1	1991 broadcasts :

Total Number of Broadcasts: 1

Organization : **Marion Manor Nursing Home**

PSA name : Marion Manor Nursing Home

1984 broadcasts :	1988 broadcasts : 4
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 4

Organization : **Meals on Wheels**

PSA name : Meals on Wheels

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 17

Total Number of Broadcasts: 17

Organization : **Pets For People**

PSA name : Pets For People

1984 broadcasts :	1988 broadcasts :
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Representative WBZZ Public Service Announcements

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Aging

1985 broadcasts :	1989 broadcasts : 11
1986 broadcasts : 1	1990 broadcasts : 103
1987 broadcasts :	1991 broadcasts : 33

Total Number of Broadcasts: 148

Organization : United Methodist Home

PSA name : United Methodist Home

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts : 44	1991 broadcasts :

Total Number of Broadcasts: 44

Total PSAs devoted to Aging

Sum(1984 broadcasts) :	Sum(1988 broadcasts) : 4
Sum(1985 broadcasts) :	Sum(1989 broadcasts) : 11
Sum(1986 broadcasts) : 1	Sum(1990 broadcasts) : 103
Sum(1987 broadcasts) : 45	Sum(1991 broadcasts) : 50

Agriculture

Agriculture**Agriculture USA**

Date : 10/7/84 **Time :** 4&5:15 **Source :** R **Duration :** 15.00

Guest :

Organization :

Issue Treatment : This show, hosted by Brenda Curtis, dealt with government aid to farmers, in an effort to save the farming industry. It also answered questions on what this aid would mean to the consumer and offered information on how to apply for loans.

Date : 12/16/84 **Time :** 4&5:15 **Source :** R **Duration :** 15.00

Guest :

Organization :

Issue Treatment : Brenda Curtis discusses President Reagan's initiative to help financially troubled farmers.

Date : 3/24/85 **Time :** 4&4:45 **Source :** R **Duration :** 15.00

Guest :

Organization :

Issue Treatment : Gary Crawford discusses problems on the farm, such as money, bad crops and livestock. Discussed ways in which you can improve retail marketing by picking your own fruits and vegetables.

Date : 5/12/85 **Time :** 4&4:45 **Source :** R **Duration :** 15.00

Guest :

Organization :

Issue Treatment : Host Brenda Curtis discussed the do's and don'ts of home gardening.

Date : 8/11/85 **Time :** 4&4:45 **Source :** R **Duration :** 15.00

Guest : Sue Cox

Organization :

Issue Treatment : Host Brenda Curtis travels to Tennessee to visit Market Specialist Sue Cox, then to Maryland to learn about their produce operations.

Scan

Agriculture**Scan**

Date : 6/29/86 Time : 6:00 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host Hal Drygsth with Part 3 of a four part series called "Who's Land -- Saving the Family Farm."

Date : 10/5/86 Time : 5:00 Source : R Duration : 30.00

Guest :

Organization :

Issue Treatment : Host Hal Drygseth discussed the plight of farmers.

Date : 10/12/86 Time : 5:00 Source : R Duration : 30.00

Guest : Gloria Larsen

Organization :

Issue Treatment : Host Hal Drygesth and Gloria Larsen discussed her experience as a farmer; the problems farmers are facing and how to solve them.

Program treatments of Agriculture

8.00

Minutes devoted to Agriculture

165.00

Questions Asked by Pittsburgh's Opinion

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Agriculture

1985

Do you think the Federal Government is doing enough to help the American farmer

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Agriculture

Organization : **American Forestry Association**

PSA name : American Forestry Association

1984 broadcasts : 0	1988 broadcasts :
1985 broadcasts : 0	1989 broadcasts :
1986 broadcasts :	1990 broadcasts : 15
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 15

Total PSAs devoted to Agriculture

Sum(1984 broadcasts) : 0	Sum(1988 broadcasts) :
Sum(1985 broadcasts) : 0	Sum(1989 broadcasts) :
Sum(1986 broadcasts) :	Sum(1990 broadcasts) : 15
Sum(1987 broadcasts) :	Sum(1991 broadcasts) :

Animal Welfare

Animal Welfare**Dialogue**

Date : 4/12/87 Time : 7:30 Source : L Duration : 30.00

Guest : Edward Blotzer

Organization : Animal Care and Welfare

Issue Treatment : Host Liz Randolph and Edward Blotzer, Chief Humane Officer of Animal Care and Welfare, discussed new legislation passed by the state aimed at protecting animals from abuse.

Date : 6/28/87 Time : 7:30 Source : L Duration : 30.00

Guest : Mary Ann Evashwick

Organization : Western Pennsylvania Kennel Association and American Dog Owners Association

Issue Treatment : Host Liz Randolph interviewed Mary Ann Evashwick, President of the Western Pennsylvania and vice-president of the American Dog Owners Association, working to prevent the passage of legislation that feel discriminates against Pitt Bull owners

Date : 7/2/89 Time : 7:00 Source : L Duration : 30.00

Guest : Bryan Renfro

Organization :

Issue Treatment : Host Shelley Duffy and Hollywood Animal Trainer, Bryan Renfro, talked about what it's like and what it takes to train some of Hollywood's most famous animals, like Benji, also tips on animal training and care home.

Health Care

Date : 11/16/86 Time : 6:30 Source : R Duration : 30.00

Guest : Dr. Lester Schinose

Organization : National Anti-Vivisection Society

Issue Treatment : Host Hope Daniels talked to Dr. Lester Schinose of the National Anti-Vivisection Society, and two other physicians about the benefits of animal research alternatives to using animals.

Program treatments of Animal Welfare

4.00

Minutes devoted to Animal Welfare

120.00

Questions Asked by Pittsburgh's Opinion

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Animal Welfare

1988

Do you think animals should continue to be used extensively in lab tests

Do you think there should be stricter penalties for animal abuse

1989

What do you think about killing animals just for the use of their fur

1990

Do you think animals that are declared vicious should be destroyed

How do you feel about hunting deer and other animals for sport

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Animal Welfare

May 10, 1989

Dorothy Zewe, Administrative Assistant, Human Society on the Northside, talks about "Be Kind to Animals Week" and how you can take home a pet or make a contribution to help maintain the animals in shelters.

October 31, 1989

Phyllis Wright, Humane Society of America, talks about why Halloween is a bad time to adopt a black cat--it could cost it its life because some people think they have "mystical" powers.

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Animal Welfare

Organization : **Adopt-A-Cat Month**

PSA name : Adopt-A-Cat Month

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts : 3
1986 broadcasts : 2	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :
Total Number of Broadcasts: 5	

Organization : **American Humane Association**

PSA name : American Humane Association

1984 broadcasts :	1988 broadcasts :
1985 broadcasts : 147	1989 broadcasts : 143
1986 broadcasts : 125	1990 broadcasts : 25
1987 broadcasts :	1991 broadcasts :
Total Number of Broadcasts: 440	

Organization : **Animal Friends**

PSA name : Animal Friends

1984 broadcasts : 5	1988 broadcasts : 208
1985 broadcasts : 355	1989 broadcasts : 22
1986 broadcasts : 332	1990 broadcasts : 38
1987 broadcasts : 263	1991 broadcasts : 59
Total Number of Broadcasts: 1282	

Organization : **Animal Research League**

PSA name : Animal Research League

1984 broadcasts :	1988 broadcasts :
1985 broadcasts : 77	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :

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Animal Welfare

1987 broadcasts :

1991 broadcasts :

Total Number of Broadcasts: 77

Organization : **Humane Society**

PSA name : Humane Society

1984 broadcasts : 2

1988 broadcasts : 8

1985 broadcasts : 125

1989 broadcasts : 92

1986 broadcasts : 39

1990 broadcasts : 154

1987 broadcasts : 103

1991 broadcasts : 28

Total Number of Broadcasts: 551

Total PSAs devoted to Animal Welfare

Sum(1984 broadcasts) : 7

Sum(1988 broadcasts) : 216

Sum(1985 broadcasts) : 704

Sum(1989 broadcasts) : 260

Sum(1986 broadcasts) : 498

Sum(1990 broadcasts) : 217

Sum(1987 broadcasts) : 366

Sum(1991 broadcasts) : 87

Business and Labor